

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings of claims in the application:

**Listing of Claims:**

- 1                    1.        (currently amended) A method of attaching a hologram film to printed  
2 matter, comprising:  
3                    printing a pattern on a substrate with UV curable ink;  
4                    placing a holographic film over said pattern; and  
5                    curing said UV curable ink with UV light;  
6                    wherein said curing causes said holographic film to stick to said pattern without  
7 the need for an adhesive layer.
- 1                    2.        (original) The method of claim 1 wherein the UV curable ink has  
2 fluorescent properties.
- 1                    3.        (original) The method of claim 1 wherein the UV curable ink has photo  
2 chromic properties.
- 1                    4.        (original) The method of claim 1 wherein the UV curable ink has thermo  
2 chromic properties.
- 1                    5.        (original) The method of claim 1 wherein the UV curable ink has bi-  
2 chromic properties.
- 1                    6.        (original) The method of claim 1 wherein the UV curable ink is a scratch-  
2 off ink.
- 1                    7 - 13. (canceled)

1                   14.     (currently amended) A security label comprising:  
2                   a substrate;  
3                   a pattern of UV cured ink on said substrate; and  
4                   a holographic film over said pattern, adhering to the cured ink of said pattern  
5     without the need for an adhesive layer.

1                   15.     (original) The security label of claim 14 wherein said UV cured ink has  
2     fluorescent properties.

1                   16.     (original) The security label of claim 14 wherein said UV cured ink has  
2     photo chromic properties.

1                   17.     (original) The security label of claim 14 wherein said UV cured ink has  
2     thermo chromic properties.

1                   18.     (original) The security label of claim 14 wherein said UV cured ink has bi-  
2     chromic properties.

1                   19.     (original) The security label of claim 14 wherein said UV cured ink has  
2     low adhesion properties.

1                   20 - 24.       (canceled)

1                   25.     (new) The method of claim 1 further comprising:  
2                   peeling off the portion of the holographic film not in contact with the UV curable  
3     ink.

1                   26.     (new) The security label of claim 14 wherein said hologram film is only  
2     adhered to said cured ink, other portions of said hologram film having been peeled away.